

Kids Safe Online

How to Implement the CIS
“Kids Safe Online” Poster Contest
In Your Community



CENTER FOR
INTERNET SECURITY®

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Introduction

The Center for Internet Security (CIS), through its Multi-State Information Sharing and Analysis Center (MS-ISAC) unit, conducts an annual K-12 Computer Safety Poster Contest to encourage young people to use the Internet safely and securely and to craft messages and images that will best resonate with their peers across the country.

The contest is open to all students in public and private schools, and youth organizations in Kindergarten - 12th grades in the 50 United States, the District of Columbia, and the U.S. Territories, and U.S. Schools and Military Installations in foreign nations.

Each State, Local, Tribal, or Territorial Government (SLTT) within the United States is invited to conduct a poster contest for students within their jurisdiction and submit up to fifteen entries to CIS by January 16, 2015 for entry into the CIS National Poster Contest. Contact the CIS at contest@cisecurity.org to find out if your government is participating in this contest.

For SLTT governments unable to conduct a contest, please contact the MS-ISAC at contest@cisecurity.org to learn how your school/youth organization can participate in this contest.

Thirteen winners will be selected and will receive the honor of having their artwork in a calendar which will be distributed throughout the country. The schools with winning entries will also receive several calendars and additional educational materials to promote cyber security within their school district.

Posters should be submitted to us no later than January 16, 2015.

We hope your school district or organization will participate in this worthwhile event and look forward to working with you!

Planning

When preparing to conduct your own poster contest, take advantage of the materials that are available to you. The Center for Internet Security (CIS) provides a complete list of contest rules, entry forms, and web links for the contest. More information about the poster contest is available at: <http://www.cisecurity.org>

Eligibility:

- All public, private, or homeschooled students in Kindergarten – 12th grades are eligible to enter a poster.
- Poster entries do not need to come from an entire class or school; entries may come from a small group or an individual at a school, as well.

Prepare Materials:

- You can use the entry form or modify it to fit the needs of the organizing entity.
- Set your deadline date for receiving poster entries at least three weeks prior to the CIS deadline to give yourself enough time to complete your judging.
- Consider if you will have a prize for your winners.
- CIS provides a certificate and a plaque to the National winners.

Judging

- Consider getting your staff involved in the judging of the posters.
 - * Hang the posters in a public location for all to see.
 - * Have a voting event and encourage staff to vote for their favorites.
 - ◇ For example, this can be done with a paper ballot, via social media by hashtags for a particular poster, or through a PowerPoint slide show.
 - ◇ The staff votes may help you choose a finalist so you can bring a smaller number of posters to your final judging panel.
- Consider having your Executive Management be the final judges for the contest. This helps bring visibility to the contest.
- Posters should be judged on the following criteria: creativity, originality, poster concept, and adherence to technical specifications.
- Any entry that infringes upon any copyright or trademark cannot be judged.

Winners

Each organizing entity is allowed to choose 15 winners. How the 15 entries are selected is up to the organizers. As a general guideline, you may wish to select 5 from K-5, 5 from 6-8, and 5 from 9-12.

The winning entries are then submitted to the CIS Kids Safe Online Poster Contest.

Partners and Marketing

Partners

Look for organizations in your state that you can partner with to conduct your contest, such as the following:

- Department of Education
- Local Schools
- Department of Human Services
- Local Law Enforcement
- Boy and Girl Scouts

Promote the Contest

- Post the entry forms on your website and social media sites.
- Develop a mailing list of potentially interested adults:
 - * Technology Teachers
 - * Art Teachers
 - * Graphics Teachers
 - * School Counselors
 - * Home School Associations
 - * Private School Associations
 - * Principals
- Send a letter and/or email inviting the school/teacher to participate in the poster contest.
 - * Send the letter to the schools as early as possible so they can do their planning is advised.
 - * Send a follow up letter to remind people of the contest in October and one month prior to your deadline is also advised.
- Ask your partner groups to send a letter or email to their contacts.
- Encourage your staff to invite local schools to participate.

Your Winners

Awards/Recognition

- After your judging has occurred, notify your contest winners that their posters will be submitted to the Kids Safe Online Poster Contest.
- Each poster should list first name of the student and the name of the school.
- Ideas for recognition of the state winners include the following:
 - * Certificate from the Governor or State CISO or CIO to the student winners
 - * Invite the students, teachers, and the parents to attend and be recognized at a state IT Conference or Meeting
 - * Notify and invite the legislators from the local area of the winning student(s).
 - * Send a press release to local media to announce the winners
 - * Post the winning entries on your website and social media sites
- You may also wish to recognize the teacher associated with the winning students.

Prizes

Some ideas to recognize the winners include the following:

- A mouse pad with their poster image on it.
- A framed copy of their winning poster for the student and/or their school.
- A gift certificate from a local store or restaurant.
- T-Shirt with their poster image on it.

National Poster Contest Process

How to Submit Entries to CIS

Color scan your winning posters in jpg format and send them to CIS by email at contest@cisecurity.org

Posters can also be mailed to CIS at:

Asif Ismail
Center for Internet Security
31 Tech Valley Drive
East Greenbush, NY 12061

Be sure to send the winning posters to CIS prior to the designated deadline.

National Winners

- CIS will assemble a team of representatives to evaluate all of the state winning posters and make their top selections.
- Based on their decisions, CIS will select 13 winning posters for the Contest.
- The organizing entity and school/students will be notified by CIS of the decision, usually in May.
- The National winning posters will be included in the following year's calendar.
- The entry with the most number of votes will be placed on the cover of the calendar.

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